

The Economic Impact of Travel on Louisiana Parishes 2014

A Study Prepared for the
Louisiana Office of Tourism
By the
Research Department of the
U.S. Travel Association
Washington, D.C.
September 2015

PREFACE

This study was conducted by the Research Department of the U.S. Travel Association for the *Louisiana Office of Tourism*. The study presents 2014 domestic travel economic impact on Louisiana State and its 64 parishes. Estimates include travel expenditures, travel-generated employment and payroll income, as well as tax revenues for federal, state, and local government. For the purpose of comparison, 2013 impact data are displayed in this report.

U.S. Travel Association
Washington, D.C.
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TABLE OF CONTENTS

INTRODUCTION	1
EXECUTIVE SUMMARY	2
NATIONAL SUMMARY 2014	3
U.S. TRAVEL VOLUME IN 2014.....	4
TRAVEL EXPENDITURES IN 2014	5
TRAVEL EMPLOYMENT IN 2014	7
DIRECT TRAVEL IMPACT ON THE UNITED STATES IN 2014.....	9
TRAVEL IMPACT ON LOUISIANA.....	11
TRAVEL EXPENDITURES	12
TRAVEL-GENERATED EMPLOYMENT	14
TRAVEL-GENERATED PAYROLL	16
TRAVEL-GENERATED TAX REVENUE	18
DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES - 2014	20
PARISH TABLES	22
APPENDICES.....	38
APPENDIX A: TRAVEL ECONOMIC IMPACT MODEL	39
APPENDIX B: GLOSSARY OF TERMS – TEIM	42
APPENDIX C: TRAVEL RELATED INDUSTRY BY NAICS	43
APPENDIX D: SOURCES OF DATA.....	44

LIST OF TABLES

<i>Table 1: Overall U.S. Economic Indicators, 2013-2014</i>	<i>4</i>
<i>Table 2: Travel Expenditures - U.S. Nationwide</i>	<i>6</i>
<i>Table 3: Travel Generated Employment - U.S. Nationwide</i>	<i>7</i>
<i>Table 4: U.S. Travel Forecasts.....</i>	<i>8</i>
<i>Table 5: Travel Expenditures in Louisiana by Industry Sector, 2013-2014</i>	<i>13</i>
<i>Table 6: Domestic Travel Generated Employment in Louisiana by Industry Sector, 2013-2014</i>	<i>15</i>
<i>Table 7: Domestic Travel-Generated Payroll in Louisiana by Industry Sector, 2013-2014.....</i>	<i>17</i>
<i>Table 8: Domestic Travel-Generated Tax Revenue in Louisiana by Level of Government, 2013-2014.....</i>	<i>19</i>
<i>Table 9: Domestic Travel Impact in Louisiana - Top 5 Parishes, 2014 and 2013</i>	<i>21</i>
 <i>Table A: Alphabetical by Parish, 2014.....</i>	 <i>23</i>
<i>Table B: Ranking of Parishes by Expenditure Levels, 2014.....</i>	<i>26</i>
<i>Table C: Percent Distribution by Parish, 2014.....</i>	<i>29</i>
<i>Table D: Percent Change over 2013</i>	<i>32</i>
<i>Table E: Alphabetical by Parish, 2013.....</i>	<i>35</i>

INTRODUCTION

This report presents 2014 estimates of the economic impact of U.S. resident traveler spending in Louisiana, the employment, payroll income, and tax revenue directly generated by this spending. For the purpose of comparison, 2013 impact data are also included in this report.

All estimates of the economic impact of travel contained in this volume are the product of the U.S. Travel Association's Travel Economic Impact Model (TEIM), a proprietary economic model developed expressly to indicate the expenditures, employment, payroll, and tax revenue generated by travel away from home in the United States.

The TEIM was created to capture the highly complex nature of the U.S. travel industry at national, regional, state, and local levels. The TEIM was designed so that economic impact estimates could be compared across all fifty states and the District of Columbia, thereby allowing states and localities to assess their market share nationally, regionally or within the state.

The domestic component of TEIM is based on national surveys conducted by the U.S. Travel Association and other travel-related data developed by the U.S. Travel Association, various federal agencies, state government, and private travel organizations each year. A summary of the methodology is provided in Appendix B.

U.S. residents traveling in Louisiana include both state residents and out-of-state visitors traveling away from home overnight in paid accommodations, or on any overnight and day trips to places 50 miles or more away from home. Commuting to and from work; travel by those operating an airplane, bus, truck, train or other form of common carrier transportation; military travel on active duty; and travel by students away at school are all excluded from the model. In addition, the payroll and employment estimates represent impact generated in the private sector and exclude government supported payroll and employment.

Any spending and related impacts resulting from natural disasters are excluded in the impact estimates presented in this report.

Since additional data relating to travel and its economic impact in 2014 will become available subsequent to this study, the U.S. Travel Association reserves the right to revise these estimates in the future.

EXECUTIVE SUMMARY

- In 2014, domestic travelers directly spent \$10.7 billion in Louisiana, up 5.0 percent from 2013.
- Domestic travel expenditures directly supported 107,600 jobs within Louisiana in 2014, an increase of 3.5 percent from 2013. The jobs directly supported by domestic traveler spending composed 5.3 percent of Louisiana's total non-agricultural employment and 6.5 percent of Louisiana's total private employment in 2014.
- The wage and salary earned by the employees, part-time workers, and seasonal workers who directly served domestic travelers in Louisiana reached \$2.1 billion in 2014, up 4.9 percent from 2013.
- On average, every \$99,649 spent by domestic travelers in Louisiana during 2014 generated one job.
- Additionally, domestic travel generated nearly \$1.3 billion in tax revenue for federal, state, and local governments in 2014, up 5.3 percent from 2013.
- Fifteen of Louisiana's 64 parishes received over \$100 million in domestic travel expenditures in 2014.
- Thirteen parishes in Louisiana indicated one thousand or more jobs directly supported by domestic travelers during 2014.

National Summary 2014

After suffering from negative growth in the first quarter of 2014, the U.S. economy recovered and registered robust growth in the second and third quarters, followed by modest growth in the fourth quarter. Real GDP in the United States (in chained 2009 dollars) increased 2.4 percent annually in 2014, slightly higher than the 2.2 percent increase in 2013.

For the year overall, consumer spending grew at about the same pace in 2014 as 2013, service exports grew noticeably slower, and investment spending and goods exports picked up quite significantly. As a result, the pace of real GDP growth in 2014 was slightly higher than in 2013, despite a difficult first quarter.

The U.S. employment situation continued to improve as well: non-farm employment increased by 2.6 million to 139 million jobs, with total travel-related employment counted at 15.0 million in 2014. This indicates that one in nine U.S. non-farm jobs directly or indirectly relies on the travel industry. This includes 8.0 million jobs directly supported by traveler spending in 2014, and 7.0 million jobs supported by secondary effects of traveler spending, be it through indirect (e.g., utility use for restaurants) or induced (e.g., spending from travel industry employees) means.

The Consumer Price Index (CPI) rose 1.6 percent in 2014 and U.S. Travel Association's Travel Price Index (TPI) increased a similar 1.5 percent during the same period. Decreased motor fuel price during 2014 is the major reason why the TPI grew at a slightly slower rate than CPI.

After increasing at a moderate 2.2 percent annual rate in the fourth quarter of 2014, real GDP, in chained 2009 dollars, contracted by 0.2 percent (annualized) in the first quarter of 2015. The primary reasons for this contraction were a sharp drop in goods exports (largely a factor of the strong dollar as well as labor dispute that temporarily caused a West Coast port shutdown) and falling business investment.

Through the first six months of 2015, the seasonally adjusted unemployment rate decreased from 5.7 percent in January to 5.3 percent in June, and a total of nearly 1.3 million jobs were added since December 2014. In May of 2015, CPI was unchanged from May of 2014, while the TPI was significantly lower, decreasing 3.4 percent compared with the same time in 2014.

Table 1: Overall U.S. Economic Indicators, 2013-2014

<u>Sector</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Nominal gross domestic product (\$Billions)	16,163.2	16,768.1	17,418.9
Real gross domestic product (\$ Billions)*	15,369.2	15,710.3	16,085.6
Real disposable personal income (\$Billions)*	11,676.2	11,650.8	11,943.3
Real personal consumption expenditures (\$Billions)*	10,449.7	10,699.7	10,969.0
Consumer price index**	229.6	233.0	236.7
Travel Price Index	273.0	275.6	279.6
Non-farm payroll employment (Millions)	134.1	136.4	139.0
Unemployment rate (%)	8.1	7.4	6.2
Percentage change from previous year			
Nominal gross domestic product	4.2%	3.7%	3.9%
Real gross domestic product	2.3%	2.2%	2.4%
Real disposable personal income	3.0%	-0.2%	2.5%
Real personal consumption expenditures	1.8%	2.4%	2.5%
Consumer price index	2.1%	1.5%	1.6%
Travel Price Index	2.3%	0.9%	1.5%
Non-farm payroll employment	1.7%	1.7%	1.9%

Source: BEA, BLS, U.S. Travel Association

* In chained 2009 dollars

** 1982-84=100

U.S. Travel Volume in 2014

U.S. domestic travel, including leisure and business travel increased 2.4 percent to a total of 2.1 billion person-trips in 2014. A person-trip is defined as one person on a trip away from home overnight in paid accommodations, or on a day or overnight trip to places 50 miles or more, one-way, away from home.

Domestic leisure travel, which includes visits to friends and relatives as well as trips taken for outdoor recreation and entertainment purposes, increased 2.7 percent in 2014, totaling close to 1.7 billion person-trips and is forecasted to increase 2.0 percent in 2015. Leisure travel accounted for 78.6 percent of all U.S. domestic travel in 2014. Domestic business travel grew 1.3 percent in 2014 to 450 million person-trips. International inbound travelers, including visitors from overseas, Canada and Mexico, made 74.8 million visits to the United States in 2014, up 6.8 percent from 2013.

Travel Expenditures in 2014

Domestic and international travel spending in the U.S. totaled \$927.9 billion, a 4.7 percent increase from 2013. Leisure traveler spending totaled \$644.9 billion-and grew by 4.2 percent from 2013. Business traveler spending increased 5.8 percent over 2013 to \$283.0 billion in 2014. Of this total, meeting and convention travelers spent \$114.2 billion.

Domestic travelers directly spent \$790.7 billion in 2014, a 5.3 percent increase from 2013. The growth in domestic spending in 2014 was significantly faster than in 2013 (3.1%). Domestic travel expenditures are expected to slow down in 2015 and increase 1.4 percent.

International travelers spent \$137.0 billion in the U.S. during 2014, up 1.1 percent from 2013. This was, by far, the slowest increase during the current recovery period following the 2009 recession. (The strengthening of the US dollar, which made the U.S. more expensive for international visitors, may have contributed to this slower growth in international spending). In addition, international travelers paid a total of \$43.7 billion to U.S. air carriers on international passenger fares in 2014, an increase of 4.9 percent from 2013. International traveler spending in the U.S. is estimated to increase 1.2 percent in 2015.

Increasing for a fifth consecutive year, real travel spending (in chained 2005 dollars) rose 3.8 percent in 2014. The price of travel goods and services increased 1.5 percent in 2014, according to the U.S. Travel Association's Travel Price Index (TPI). Motor fuel prices declined by 3.8 percent in 2014. The TPI is expected to decrease by 1.5 percent in 2015.

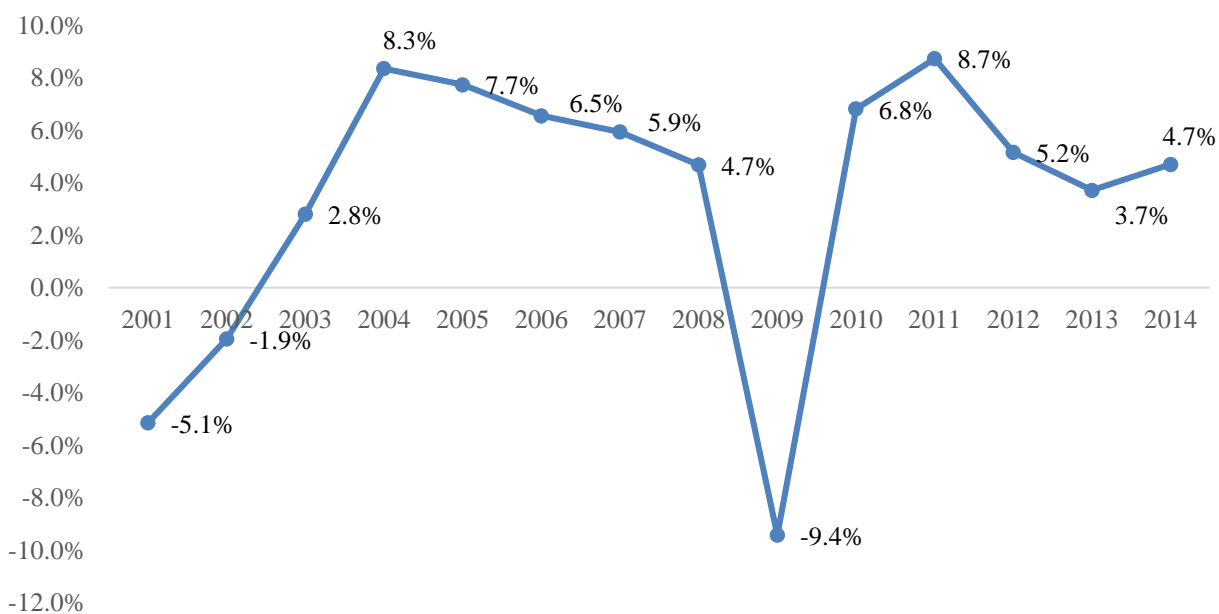
Table 2: Travel Expenditures - U.S. Nationwide

Category	2013 Spending (\$ Billions)			2014 Spending (\$ Billions)		
	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	\$153.0	\$15.0	\$168.1	\$160.5	\$15.1	\$175.6
Auto Transportation	156.4	1.6	158.0	161.2	1.7	162.8
Lodging	128.2	38.6	166.8	141.8	39.9	181.7
Foodservice	180.3	28.8	209.1	191.1	29.2	220.3
Entertainment & Recreation	80.8	10.7	91.4	82.1	10.6	92.7
General Retail Trade	52.0	40.9	92.9	54.2	40.5	94.7
Total	\$750.7	\$135.6	\$886.3	\$790.9	\$137.0	\$927.9

Source: U.S. Travel Association

* Excludes international passenger fare payments.

**Changes of Direct Travel Expenditures*
in the U.S., 2001-2014p**



Source: U.S. Travel Association. P: preliminary. * Excludes international passenger fare payments.

Travel Employment in 2014

The unemployment rate in the U.S. took another step down from its 9.6 percent peak in 2010. The 2014 unemployment rate dropped 1.2 percentage points from 2013 to 6.2 percent, and total non-farm employment in the U.S. increased 1.9 percent in 2014. This marks the fourth consecutive year of growth after three years of decline.

In the current recovery, travel has proven to be one of the most efficient job-creating engines of the U.S. economy. Accounting for 5.8 percent of total non-farm employment in the U.S., travel directly supported nearly 8.0 million U.S. jobs in 2014, an increase of 2.1 percent from 2013. In the first half of 2015, the travel industry added 48,600 jobs, and since the overall employment recovery began in early 2010, the travel industry has outpaced job growth in the rest of the economy by 33 percent.

Table 3: Travel Generated Employment - U.S. Nationwide

Category	2013 Employment (Thousands)			2014 Employment (Thousands)		
	Domestic	Intl.*	Total	Domestic	Intl.*	Total
Public Transportation	882.2	67.1	949.2	890.9	64.9	955.8
Auto Transportation	264.5	2.1	266.5	273.4	2.0	275.4
Lodging	1,213.5	271.8	1,485.3	1,243.0	257.8	1,500.8
Foodservice	2,707.5	430.3	3,137.8	2,801.4	422.0	3,223.4
Entertainment & Recreation	1,119.7	226.5	1,346.1	1,160.5	226.3	1,386.8
General Retail Trade	321.6	171.2	492.8	335.5	166.7	502.2
Travel Planning	164.4	0.0	164.4	165.4	0.0	165.4
Total	6,673.4	1,168.9	7,842.3	6,870.1	1,139.7	8,009.7

Source: U.S. Travel Association

* Excludes jobs supported by international passenger fare payments.

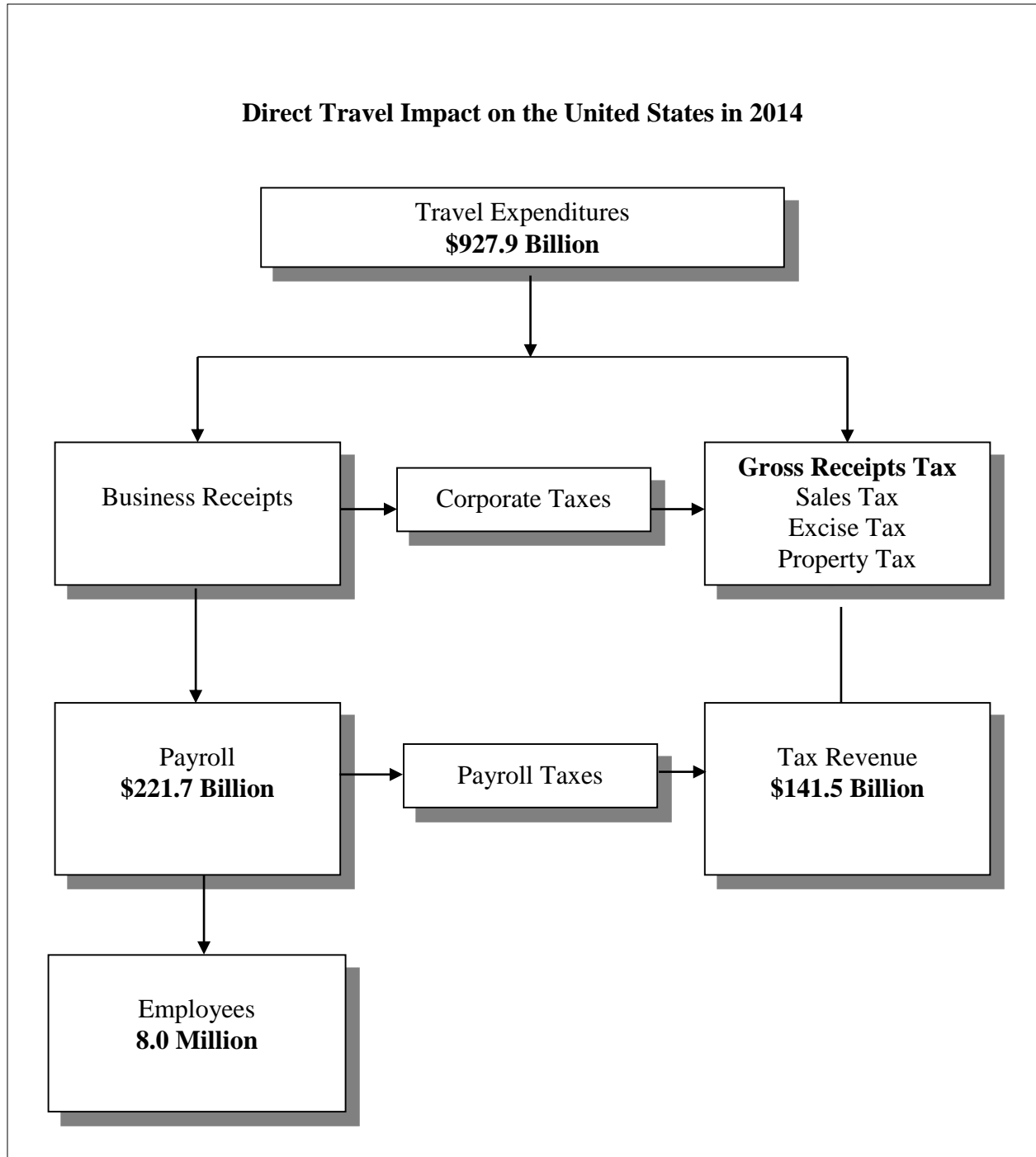
Table 4: U.S. Travel Forecasts

	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>
Real GDP (\$ Billions)	14,418.7	14,783.8	15,020.6	15,369.2	15,710.3	16,085.6	16,528.2	16,984.6	17,442.0	17,908.3
Unemployment Rate (%)	9.3	9.6	8.9	8.1	7.4	6.2	5.4	5.0	5.0	5.1
Consumer Price Index (CPI)*	214.5	218.1	224.9	229.6	233.0	236.7	237.6	243.2	248.5	253.9
Travel Price Index (TPI)	241.5	250.7	266.9	273.0	275.6	279.6	275.5	285.7	295.3	305.3
Total Travel Expenditures in U.S. (\$ Billions)	699.8	747.4	812.7	854.5	886.3	927.9	940.6	978.2	1,019.6	1,063.0
U.S. Residents	609.1	640.6	694.0	728.0	750.7	790.9	802.0	832.7	864.7	898.1
International Visitors**	90.7	106.9	118.6	126.6	135.6	137.0	138.6	145.5	154.9	164.9
Total International Visitors to the U.S. (Millions)	55.1	60.0	62.8	66.7	70.0	74.8	77.6	80.8	84.5	88.3
Overseas Arrivals to the U.S. (Millions)	23.8	26.4	27.9	29.8	32.0	34.4	35.6	37.5	39.5	41.6
Total Domestic Person-Trips (Millions)	1,900.1	1,963.7	1,997.5	2,030.3	2,059.6	2,109.3	2,151.1	2,189.1	2,223.9	2,258.5
Business	434.3	446.4	440.7	439.2	444.6	450.4	458.3	465.0	470.2	476.0
Leisure	1,465.8	1,517.3	1,556.8	1,591.1	1,615.1	1,658.9	1,692.8	1,724.1	1,753.7	1,782.5
<i>Percent Change from Previous Year (%)</i>										
Real GDP	-2.8	2.5	1.6	2.3	2.2	2.4	2.8	2.8	2.7	2.7
Consumer Price Index (CPI)*	-0.4	1.6	3.2	2.1	1.5	1.6	0.4	2.3	2.2	2.2
Travel Price Index (TPI)	-6.3	3.8	6.5	2.3	0.9	1.5	-1.5	3.7	3.4	3.4
Total Travel Expenditures in U.S.	-9.4	6.8	8.7	5.2	3.7	4.7	1.4	4.0	4.2	4.3
U.S. Residents	-8.8	5.2	8.3	4.9	3.1	5.3	1.4	3.8	3.9	3.9
International Visitors**	-13.3	17.8	11.0	6.7	7.1	1.1	1.2	5.0	6.4	6.5
Total International Visitors to the U.S.	-5.2	8.9	4.7	6.1	5.0	6.8	3.8	4.2	4.6	4.5
Overseas Arrivals to the U.S.	-6.3	11.0	5.8	6.7	7.7	7.4	3.5	5.4	5.3	5.2
Total Domestic Person-Trips	-3.3	3.3	1.7	1.6	1.4	2.4	2.0	1.8	1.6	1.6
Business	-5.8	2.8	-1.3	-0.3	1.2	1.3	1.8	1.5	1.1	1.2
Leisure	-2.5	3.5	2.6	2.2	1.5	2.7	2.0	1.8	1.7	1.6

Sources: U.S. Travel Association

*1982-84=100.

** International traveler spending does not include international passenger fares.



Source: U.S. Travel Association, BEA

*Does not include international passenger fare payments and other economic impact generated by these payments.

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TRAVEL IMPACT ON LOUISIANA

TRAVEL EXPENDITURES

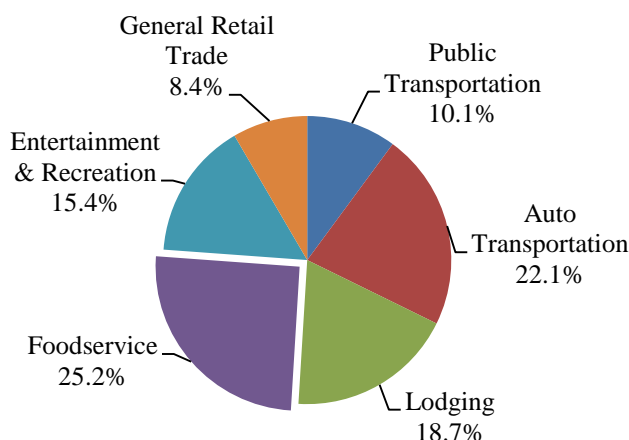
Domestic traveler spending in Louisiana totaled \$10.7 billion (in current dollars) during 2014, representing an increase of 5.0 percent from 2013.

As usual, foodservice was the largest expenditure category for domestic travelers traveling in Louisiana. Domestic travelers spent \$2.7 billion on foodservice in 2014, accounting for 25.2 percent of total domestic travel expenditures in the state. This represents a 6.4 percent increase from 2013.

Domestic travelers spent close to \$2.4 billion on auto transportation in 2014, a 2.6 percent increase from 2013. Spending on auto transportation represented 22.1 percent of the total state domestic travel spending in 2014.

In 2014, domestic travelers' spending on lodging increased 7.3 percent from 2013 to \$2.0 billion.

**Domestic Travel Expenditures in Louisiana
by Industry Sector, 2014**



1. Foodservice sector includes restaurants, grocery stores and other eating and drinking establishments.

2. Lodging sector consists of hotels and motels, campgrounds, and ownership or rental of vacation or second homes.

3. Public transportation sector comprises air, intercity bus, rail, boat or ship, and taxicab or limousine service.

4. Auto transportation sector includes privately-owned vehicles that are used for trips (e.g., automobiles, trucks, campers or other recreational vehicles), gasoline stations, and automotive rental.

5. General retail trade sector includes gifts, clothes, souvenirs, and other incidental retail purchases.

6. Entertainment and recreation sector includes such items as golf, skiing and gaming.

Table 5: Travel Expenditures in Louisiana by Industry Sector, 2013-2014

<i>2014 Expenditures</i>	Total (\$ millions)	% of Domestic Total
Public Transportation	\$1,083.6	10.1%
Auto Transportation	2,373.6	22.1%
Lodging	2,005.6	18.7%
Foodservice	2,699.2	25.2%
Entertainment & Recreation	1,652.5	15.4%
General Retail Trade	902.8	8.4%
Domestic	\$10,717.4	100.0%
<i>2013 Expenditures</i>		
Public Transportation	\$1,017.3	10.0%
Auto Transportation	2,314.2	22.7%
Lodging	1,870.0	18.3%
Foodservice	2,536.9	24.8%
Entertainment & Recreation	1,614.1	15.8%
General Retail Trade	856.5	8.4%
Domestic	\$10,208.9	100.0%
<i>Percentage change 2014 over 2013</i>		
Public Transportation	6.5%	
Auto Transportation	2.6%	
Lodging	7.3%	
Foodservice	6.4%	
Entertainment & Recreation	2.4%	
General Retail Trade	5.4%	
Domestic	5.0%	

Source: U.S. Travel Association

TRAVEL-GENERATED EMPLOYMENT

In 2014, domestic traveler spending directly supported 107,600 jobs in Louisiana, up 3.5 percent from 2013. Domestic travel generated employment comprised 5.3 percent of total non-agricultural employment and 6.5 percent of total private employment in Louisiana during 2014. Without these jobs generated by domestic travel, Louisiana's 2014 unemployment rate of 6.4 percent would have been 5.0 percentage points higher, or 11.4 percent of the labor force. In addition, every \$99,649 spent by domestic travelers in Louisiana directly supported one job during 2014.

The foodservice sector, which includes restaurants, and other eating and drinking places, provided more jobs than any other industry sector. In 2014, domestic travel supported 47,200 jobs in foodservice industry, up 2.7 percent from 2013 and accounting for 43.9 percent of total employment supported by domestic travel in the state. The labor-intensiveness of these businesses and the large proportion of travel expenditures spent on foodservice contribute to the high level of travel employment in this sector.

Domestic travel spending supported 23,400 jobs in the lodging sector during 2014, up 6.3 percent from 2013.

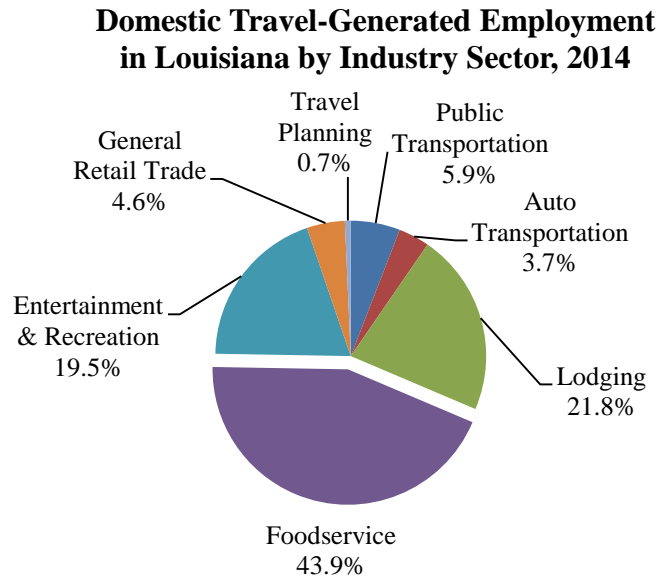


Table 6: Domestic Travel Generated Employment in Louisiana by Industry Sector, 2013-2014

<i>2014 Employment</i>	<u>Total (thousands)</u>	<u>Percent of Domestic Total</u>
Public Transportation	6.3	5.9%
Auto Transportation	4.0	3.7%
Lodging	23.4	21.8%
Foodservice	47.2	43.9%
Entertainment & Recreation	21.0	19.5%
General Retail Trade	4.9	4.5%
Travel Planning*	0.8	0.7%
Total	107.6	100.0%
<i>2013 Employment</i>		
Public Transportation	6.2	6.0%
Auto Transportation	3.9	3.8%
Lodging	22.0	21.2%
Foodservice	46.0	44.2%
Entertainment & Recreation	20.2	19.4%
General Retail Trade	4.8	4.6%
Travel Planning*	0.7	0.7%
Total	103.9	100.0%
<i>Percentage change 2014 over 2013</i>		
Public Transportation	1.5%	
Auto Transportation	2.0%	
Lodging	6.3%	
Foodservice	2.7%	
Entertainment & Recreation	3.7%	
General Retail Trade	2.0%	
Travel Planning*	0.2%	
Total	3.5%	

Source: U.S. Travel Association

* Refers to jobs created in travel arrangement firms such as travel agencies, wholesale and retail tour companies, and other travel-related service businesses

TRAVEL-GENERATED PAYROLL

Travel-generated payroll is the wage and salary income paid to employees, part time workers, and seasonal workers who directly serving travelers within the industry sectors from which these travelers purchase goods and services. One dollar of travel spending generates different amounts of payroll income within the various travel industry sectors depending on the labor content and the wage structure of each sector.

Total annual payroll income directly attributable to domestic travel increased 4.9 percent from 2013 to \$2.1 billion in 2014.

In 2014, the foodservice industry sector earnings increased 4.3 percent from 2013 to \$651.6 million.

Wages and salaries in lodging industry increased to \$511.6 million in 2014, up 8.9 percent from 2013.

Payroll income in the entertainment/recreation industry attributable to domestic travel totaled \$484.4 million in 2014, up 3.6 percent from 2013 and accounting for 22.7 percent of the state's total.

**Domestic Travel-Generated Payroll in Louisiana
by Industry Sector, 2014**

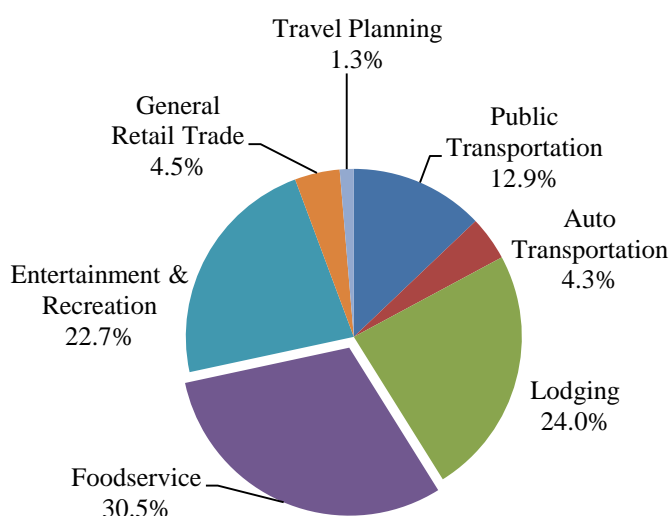


Table 7: Domestic Travel-Generated Payroll in Louisiana by Industry Sector, 2013-2014

2014 Payroll	Total (\$ millions)	Percent of Domestic Total
Public Transportation	\$275.4	12.9%
Auto Transportation	90.8	4.3%
Lodging	511.6	24.0%
Foodservice	651.6	30.5%
Entertainment & Recreation	484.4	22.7%
General Retail Trade	92.6	4.3%
Travel Planning*	28.8	1.3%
Total	\$2,135.2	100.0%
2013 Payroll		
Public Transportation	\$264.6	13.0%
Auto Transportation	88.2	4.3%
Lodging	470.0	23.1%
Foodservice	625.0	30.7%
Entertainment & Recreation	467.4	23.0%
General Retail Trade	92.1	4.5%
Travel Planning*	27.8	1.4%
Total	\$2,035.2	100.0%
Percentage change 2014 over 2013		
Public Transportation	4.1%	
Auto Transportation	2.9%	
Lodging	8.9%	
Foodservice	4.3%	
Entertainment & Recreation	3.6%	
General Retail Trade	0.5%	
Travel Planning*	3.2%	
Domestic	4.9%	

Source: U.S. Travel Association

*Refers to payroll income that goes to travel agents, tour operators, and other travel service employees. These employees arrange passenger transportation, lodging, tours and other related services.

TRAVEL-GENERATED TAX REVENUE

Travel tax receipts are the federal, state, and local tax revenues attributable to travel spending in Louisiana. Travel-generated tax revenue is a significant economic benefit, as governments use these funds to support the travel infrastructure and help support a variety of public programs. As a result of increases in expenditures on travel goods and services, and travel generated payroll, travel tax receipts grew in 2014.

Through the collection of individual and corporate income, employment tax, gasoline excise tax, and airline ticket taxes, the federal government received \$618.4 million in tax revenues directly attributable to domestic travel in Louisiana during 2014, up 5.3 percent from 2013 and accounting for 47.7 percent of total domestic travel generated tax revenues in Louisiana. Each dollar spent by domestic travelers in Louisiana produced 5.7 cents for federal tax coffers.

Domestic travel spending in Louisiana also generated \$424.6 million tax revenue for the state treasury through state sales and excise taxes, and taxes on personal and corporate income in 2014, up 5.5 percent from 2013. Each domestic travel dollar produced 4.0 cents in tax revenue for Louisiana's state government.

Domestic travel taxes collected by local governments increased 4.9 percent to \$250.5 million in 2014 through various kinds of county and city taxes such as local hotel occupancy tax, sales tax, and property tax related to travel, etc. Each domestic travel dollar produced 2.3 cents for local tax coffers.

On average, each dollar spent by domestic travelers in Louisiana produced 12.0 cents for federal, state, and local tax coffers.

**Domestic Travel-Generated Tax Revenue
in Louisiana by Level of Government, 2014**

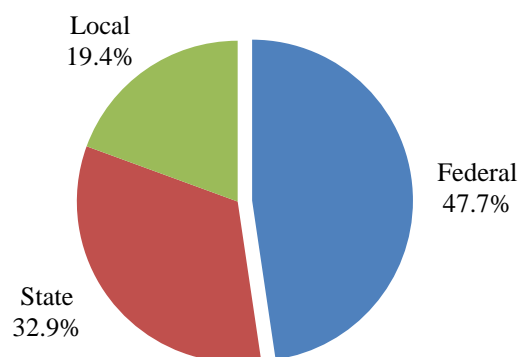


Table 8: Domestic Travel-Generated Tax Revenue in Louisiana by Level of Government, 2013-2014

<i>2014 Tax Revenue</i>	<u>Total (\$ millions)</u>	<u>Percent of Domestic Total</u>
Federal	\$614.8	47.7%
State	424.6	32.9%
Local	250.5	19.4%
Total	\$1,289.8	100.0%
<i>2013 Tax Revenue</i>		
Federal	\$584.0	47.7%
State	402.3	32.8%
Local	238.7	19.5%
Total	\$1,225.0	100.0%
<i>Percentage change 2014 over 2013</i>		
Federal	5.3%	
State	5.5%	
Local	4.9%	
Total	5.3%	

Source: U.S. Travel Association

DOMESTIC TRAVEL IMPACT ON LOUISIANA PARISHES - 2014

In 2014, domestic traveler spending in Louisiana increased 5.0 percent from 2013 to \$10.7 billion. These expenditures directly generated \$2.1 billion in wages and salaries, 107,600 jobs and \$675.0 million in tax revenue for the state treasury and local governments.

Travel expenditures occurred throughout all the 64 parishes in Louisiana. The top five parishes in Louisiana earned \$7.4 billion in direct domestic travel expenditures during 2014, 69.0 percent of the state total. In 2014, domestic traveler spending in the top five parishes generated more than \$1.5 billion in payroll income and 78,600 jobs. This represented 72.4 and 73.1 percent of the state total, respectively. Additionally, domestic traveler expenditures in these top five parishes generated \$442.0 million in tax revenue for the state treasury and the local governments during 2013, 65.5 percent of the state total.

Domestic Travel Impact on Top 5 Parishes

Orleans Parish, which includes the city of New Orleans, reached \$4.3 billion in domestic traveler expenditures during 2014, up 5.6 percent from 2013. This domestic traveler spending generated \$1.0 billion in payroll income and 53,600 jobs.

Jefferson Parish, located adjacent to New Orleans, ranked second with more than \$1.1 billion in domestic traveler spending in 2014. The domestic traveler spending in this parish increased 5.0 percent over 2013. This spending supported \$204.7 million in payroll income and 9,700 jobs for the parish during 2014.

East Baton Rouge Parish, posted \$877.5 million in domestic travel expenditures during 2014, up 4.0 percent from 2013. These expenditures benefited the parish with \$151.6 million in payroll and 7,000 jobs.

Caddo Parish, received \$561.9 million from domestic traveler spending, 3.5 percent more than 2013. This spending supported \$108.5 million in payroll and 4,700 jobs.

Lafayette Parish ranked fifth with \$488.6 million travel spending from domestic travelers. Payroll income in Lafayette Parish increased 5.9 percent from 2013 to \$77.1 million and 3,700 jobs were supported by the spending in 2014.

Table 9: Domestic Travel Impact in Louisiana - Top 5 Parishes, 2014 and 2013***2014 Travel Impact***

Parish	Expenditures (\$ millions)	Payroll (\$ millions)	Employment (thousands)	State & Local Tax Revenue (\$ millions)
ORLEANS	\$4,334.2	\$1,005.0	53.6	\$261.9
JEFFERSON	1,136.3	204.7	9.7	63.6
EAST BATON ROUGE	877.5	151.6	7.0	51.3
CADDO	561.9	108.5	4.7	34.6
<u>LAFAYETTE</u>	<u>488.6</u>	<u>77.1</u>	<u>3.7</u>	<u>30.7</u>
Top Five Parish Total	\$7,398.5	\$1,546.9	78.6	\$442.0
State Total	\$10,717.4	\$2,135.2	107.6	\$675.0
Share of Top 5 Parishes	69.0%	72.4%	73.1%	65.5%

2013 Travel Impact

ORLEANS	\$4,102.8	\$953.7	51.7	\$248.8
JEFFERSON	1,082.3	195.0	9.4	60.7
EAST BATON ROUGE	844.0	146.2	6.8	48.7
CADDO	542.9	104.7	4.5	33.1
<u>LAFAYETTE</u>	<u>461.1</u>	<u>72.9</u>	<u>3.5</u>	<u>28.7</u>
Top Five Parish Total	\$7,033.1	\$1,472.5	75.9	\$420.0
State Total	\$10,208.9	\$2,035.2	103.9	\$641.0
Share of Top 5 Parishes	68.9%	72.4%	73.0%	65.5%

***Percentage Change
2014 over 2013***

ORLEANS	5.6%	5.4%	3.7%	5.2%
JEFFERSON	5.0%	5.0%	3.3%	4.8%
EAST BATON ROUGE	4.0%	3.7%	2.9%	5.2%
CADDO	3.5%	3.6%	2.7%	4.5%
<u>LAFAYETTE</u>	<u>6.0%</u>	<u>5.9%</u>	<u>4.4%</u>	<u>6.9%</u>
Top Five Parish Total	5.2%	5.1%	3.5%	5.2%
State Total	5.0%	4.9%	3.5%	5.3%

Source: U.S. Travel Association

PARISH TABLES

The following tables list the results of the Parish Economic Impact Component of the U.S. Travel Association's Travel Economic Impact Model for Louisiana in 2013 and 2014. The estimates presented are for direct domestic travel expenditures and related economic impact.

Table A shows the parishes listed alphabetically, with 2014 travel expenditures, travel generated payroll and employment, and state tax revenue and the local tax revenue for each.

Table B ranks the parishes in order of 2014 travel expenditures from highest to lowest.

Table C shows the percent distribution of state total for each impact measure in 2014.

Table D shows the percent change in 2014 over 2013 estimates for each of the measures of economic impact.

Table E shows the parishes listed alphabetically, with 2013 travel expenditures, travel generated payroll and employment, and state tax revenue and local tax revenue shown for each.

Table A: Alphabetical by Parish, 2014

Domestic Travel Impact on Louisiana Parishes – 2014**Table A: Alphabetical by Parish, 2014**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	\$36.53	\$3.37	0.17	\$1.89	\$0.67
ALLEN	182.31	49.88	2.22	5.24	3.75
ASCENSION	107.09	12.04	0.67	5.48	1.74
ASSUMPTION	11.66	1.19	0.06	0.57	0.27
AVOUELLES	98.40	23.12	1.09	2.35	1.57
BEAUREGARD	20.71	2.78	0.13	1.03	1.62
BIENVILLE	10.04	1.21	0.07	0.48	0.79
BOSSIER	344.55	100.41	4.92	15.23	10.32
CADDO	561.86	108.48	4.66	23.01	11.60
CALCASIEU	404.04	97.45	4.48	17.51	11.01
CALDWELL	7.90	1.04	0.05	0.35	0.52
CAMERON	4.46	0.59	0.04	0.19	0.29
CATAHOULA	5.58	0.94	0.06	0.23	0.37
CLAIBORNE	9.19	1.41	0.08	0.40	0.50
CONCORDIA	12.49	1.43	0.08	0.58	0.60
DE SOTO	16.49	1.78	0.09	0.83	0.59
EAST BATON ROUGE	877.52	151.55	6.97	35.81	15.46
EAST CARROLL	9.54	0.99	0.06	0.50	0.21
EAST FELICIANA	3.24	0.55	0.03	0.13	0.23
EVANGELINE	16.84	2.44	0.13	0.78	0.66
FRANKLIN	7.49	1.15	0.07	0.30	0.26
GRANT	3.89	0.66	0.04	0.16	0.36
IBERIA	46.11	6.89	0.37	2.14	0.84
IBERVILLE	22.33	3.24	0.16	1.08	1.00
JACKSON	9.82	1.28	0.07	0.35	0.27
JEFFERSON	1,136.31	204.72	9.68	41.67	21.90
JEFFERSON DAVIS	20.08	2.46	0.15	0.99	0.47

Table A: Alphabetical by Parish, 2014

Domestic Travel Impact on Louisiana Parishes - 2014					
Table A: Alphabetical by Parish, 2014 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	488.64	77.13	3.69	21.77	8.93
LAFOURCHE	87.23	10.46	0.56	4.35	1.52
LASALLE	4.30	0.68	0.04	0.17	0.24
LINCOLN	29.55	4.83	0.29	1.37	0.76
LIVINGSTON	50.56	4.64	0.23	2.60	1.82
MADISON	44.38	3.29	0.15	2.55	0.67
MOREHOUSE	15.28	2.44	0.13	0.71	0.43
NATCHITOCHES	34.54	5.50	0.31	1.60	1.21
ORLEANS	4,334.21	1,005.03	53.57	155.95	105.94
OUACHITA	268.12	46.45	2.03	10.42	5.02
PLAQUEMINES	27.19	4.53	0.21	1.25	2.03
POINTE COUPEE	10.64	1.36	0.08	0.48	0.28
RAPIDES	145.16	21.01	1.06	6.57	2.86
RED RIVER	5.93	0.70	0.04	0.29	0.21
RICHLAND	19.76	2.10	0.12	1.00	0.38
SABINE	20.35	2.54	0.12	0.89	2.12
SAINT BERNARD	35.42	4.42	0.22	1.69	0.53
SAINT CHARLES	39.93	5.27	0.28	1.83	0.59
SAINT HELENA	2.61	0.50	0.03	0.10	0.18
SAINT JAMES	11.33	1.45	0.09	0.49	0.20
SAINT JOHN THE BAPTIST	39.47	6.32	0.36	1.77	0.86
SAINT LANDRY	97.18	10.91	0.62	5.11	2.77
SAINT MARTIN	31.49	3.89	0.18	1.51	1.82
SAINT MARY	165.09	35.13	1.74	4.72	2.80
SAINT TAMMANY	219.02	30.24	1.58	10.77	5.98
TANGIPAHOA	150.16	15.19	0.78	7.69	2.53
TENSAS	3.44	0.71	0.04	0.14	0.41

Table A: Alphabetical by Parish, 2014

Domestic Travel Impact on Louisiana Parishes - 2014					
Table A: Alphabetical by Parish, 2014 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	118.49	17.04	0.91	5.96	2.11
UNION	12.42	1.34	0.07	0.61	0.88
VERMILION	43.11	4.20	0.21	2.23	1.09
VERNON	23.21	2.91	0.16	1.10	1.02
WASHINGTON	23.13	2.56	0.13	1.16	0.66
WEBSTER	48.26	5.62	0.27	2.49	1.50
WEST BATON ROUGE	49.91	6.50	0.36	2.58	0.94
WEST CARROLL	3.99	0.62	0.04	0.16	0.16
WEST FELICIANA	19.91	3.14	0.18	0.96	0.81
<u>WINN</u>	<u>7.52</u>	<u>1.47</u>	<u>0.09</u>	<u>0.31</u>	<u>0.35</u>
STATE TOTALS	\$10,717.39	\$2,135.16	107.55	\$424.56	\$250.46

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Table B: Ranking of Parishes by Expenditure Levels, 2014

Domestic Travel Impact on Louisiana Parishes - 2014					
Table B: Ranking of Parishes by Expenditure Levels, 2014					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ORLEANS	\$4,334.21	\$1,005.03	53.57	\$155.95	\$105.94
JEFFERSON	1,136.31	204.72	9.68	41.67	21.90
EAST BATON ROUGE	877.52	151.55	6.97	35.81	15.46
CADDO	561.86	108.48	4.66	23.01	11.60
LAFAYETTE	488.64	77.13	3.69	21.77	8.93
CALCASIEU	404.04	97.45	4.48	17.51	11.01
BOSSIER	344.55	100.41	4.92	15.23	10.32
OUACHITA	268.12	46.45	2.03	10.42	5.02
SAINT TAMMANY	219.02	30.24	1.58	10.77	5.98
ALLEN	182.31	49.88	2.22	5.24	3.75
SAINT MARY	165.09	35.13	1.74	4.72	2.80
TANGIPAHOA	150.16	15.19	0.78	7.69	2.53
RAPIDES	145.16	21.01	1.06	6.57	2.86
TERREBONNE	118.49	17.04	0.91	5.96	2.11
ASCENSION	107.09	12.04	0.67	5.48	1.74
AVOYELLES	98.40	23.12	1.09	2.35	1.57
SAINT LANDRY	97.18	10.91	0.62	5.11	2.77
LAFOURCHE	87.23	10.46	0.56	4.35	1.52
LIVINGSTON	50.56	4.64	0.23	2.60	1.82
WEST BATON ROUGE	49.91	6.50	0.36	2.58	0.94
WEBSTER	48.26	5.62	0.27	2.49	1.50
IBERIA	46.11	6.89	0.37	2.14	0.84
MADISON	44.38	3.29	0.15	2.55	0.67
VERMILION	43.11	4.20	0.21	2.23	1.09
SAINT CHARLES	39.93	5.27	0.28	1.83	0.59
SAINT JOHN THE BAPTIST	39.47	6.32	0.36	1.77	0.86
ACADIA	36.53	3.37	0.17	1.89	0.67

Table B: Ranking of Parishes by Expenditure Levels, 2014

Domestic Travel Impact on Louisiana Parishes - 2014**Table B: Ranking of Parishes by Expenditure Levels, 2014 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
SAINT BERNARD	35.42	4.42	0.22	1.69	0.53
NATCHITOCHES	34.54	5.50	0.31	1.60	1.21
SAINT MARTIN	31.49	3.89	0.18	1.51	1.82
LINCOLN	29.55	4.83	0.29	1.37	0.76
PLAQUEMINES	27.19	4.53	0.21	1.25	2.03
VERNON	23.21	2.91	0.16	1.10	1.02
WASHINGTON	23.13	2.56	0.13	1.16	0.66
IBERVILLE	22.33	3.24	0.16	1.08	1.00
BEAUREGARD	20.71	2.78	0.13	1.03	1.62
SABINE	20.35	2.54	0.12	0.89	2.12
JEFFERSON DAVIS	20.08	2.46	0.15	0.99	0.47
WEST FELICIANA	19.91	3.14	0.18	0.96	0.81
RICHLAND	19.76	2.10	0.12	1.00	0.38
EVANGELINE	16.84	2.44	0.13	0.78	0.66
DE SOTO	16.49	1.78	0.09	0.83	0.59
MOREHOUSE	15.28	2.44	0.13	0.71	0.43
CONCORDIA	12.49	1.43	0.08	0.58	0.60
UNION	12.42	1.34	0.07	0.61	0.88
ASSUMPTION	11.66	1.19	0.06	0.57	0.27
SAINT JAMES	11.33	1.45	0.09	0.49	0.20
POINTE COUPEE	10.64	1.36	0.08	0.48	0.28
BIENVILLE	10.04	1.21	0.07	0.48	0.79
JACKSON	9.82	1.28	0.07	0.35	0.27
EAST CARROLL	9.54	0.99	0.06	0.50	0.21
CLAIBORNE	9.19	1.41	0.08	0.40	0.50
CALDWELL	7.90	1.04	0.05	0.35	0.52
WINN	7.52	1.47	0.09	0.31	0.35

Table B: Ranking of Parishes by Expenditure Levels, 2014

Domestic Travel Impact on Louisiana Parishes - 2014					
Table B: Ranking of Parishes by Expenditure Levels, 2014 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
FRANKLIN	7.49	1.15	0.07	0.30	0.26
RED RIVER	5.93	0.70	0.04	0.29	0.21
CATAHOULA	5.58	0.94	0.06	0.23	0.37
CAMERON	4.46	0.59	0.04	0.19	0.29
LASALLE	4.30	0.68	0.04	0.17	0.24
WEST CARROLL	3.99	0.62	0.04	0.16	0.16
GRANT	3.89	0.66	0.04	0.16	0.36
TENSAS	3.44	0.71	0.04	0.14	0.41
EAST FELICIANA	3.24	0.55	0.03	0.13	0.23
<u>SAINT HELENA</u>	<u>2.61</u>	<u>0.50</u>	<u>0.03</u>	<u>0.10</u>	<u>0.18</u>
STATE TOTALS	\$10,717.39	\$2,135.16	107.55	\$424.56	\$250.46

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Table C: Percent Distribution by Parish, 2014

Domestic Travel Impact on Louisiana Parishes - 2014					
Table C: Percent Distribution by Parish, 2014					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	0.34%	0.16%	0.16%	0.44%	0.27%
ALLEN	1.70%	2.34%	2.06%	1.23%	1.50%
ASCENSION	1.00%	0.56%	0.62%	1.29%	0.70%
ASSUMPTION	0.11%	0.06%	0.06%	0.14%	0.11%
AVOYELLES	0.92%	1.08%	1.02%	0.55%	0.63%
BEAUREGARD	0.19%	0.13%	0.12%	0.24%	0.65%
BIENVILLE	0.09%	0.06%	0.06%	0.11%	0.31%
BOSSIER	3.21%	4.70%	4.58%	3.59%	4.12%
CADDO	5.24%	5.08%	4.33%	5.42%	4.63%
CALCASIEU	3.77%	4.56%	4.17%	4.12%	4.40%
CALDWELL	0.07%	0.05%	0.05%	0.08%	0.21%
CAMERON	0.04%	0.03%	0.03%	0.04%	0.12%
CATAHOULA	0.05%	0.04%	0.05%	0.05%	0.15%
CLAIBORNE	0.09%	0.07%	0.07%	0.09%	0.20%
CONCORDIA	0.12%	0.07%	0.07%	0.14%	0.24%
DE SOTO	0.15%	0.08%	0.09%	0.19%	0.24%
EAST BATON ROUGE	8.19%	7.10%	6.48%	8.43%	6.17%
EAST CARROLL	0.09%	0.05%	0.06%	0.12%	0.08%
EAST FELICIANA	0.03%	0.03%	0.03%	0.03%	0.09%
EVANGELINE	0.16%	0.11%	0.12%	0.18%	0.26%
FRANKLIN	0.07%	0.05%	0.07%	0.07%	0.10%
GRANT	0.04%	0.03%	0.04%	0.04%	0.14%
IBERIA	0.43%	0.32%	0.35%	0.50%	0.34%
IBERVILLE	0.21%	0.15%	0.15%	0.25%	0.40%
JACKSON	0.09%	0.06%	0.07%	0.08%	0.11%
JEFFERSON	10.60%	9.59%	9.00%	9.81%	8.74%
JEFFERSON DAVIS	0.19%	0.12%	0.14%	0.23%	0.19%

Table C: Percent Distribution by Parish, 2014

Domestic Travel Impact on Louisiana Parishes – 2014**Table C: Percent Distribution by Parish, 2014 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	4.56%	3.61%	3.43%	5.13%	3.56%
LAFOURCHE	0.81%	0.49%	0.52%	1.02%	0.61%
LASALLE	0.04%	0.03%	0.04%	0.04%	0.09%
LINCOLN	0.28%	0.23%	0.27%	0.32%	0.30%
LIVINGSTON	0.47%	0.22%	0.21%	0.61%	0.73%
MADISON	0.41%	0.15%	0.14%	0.60%	0.27%
MOREHOUSE	0.14%	0.11%	0.12%	0.17%	0.17%
NATCHITOCHES	0.32%	0.26%	0.29%	0.38%	0.48%
ORLEANS	40.44%	47.07%	49.81%	36.73%	42.30%
OUACHITA	2.50%	2.18%	1.89%	2.45%	2.00%
PLAQUEMINES	0.25%	0.21%	0.20%	0.29%	0.81%
POINTE COUPEE	0.10%	0.06%	0.07%	0.11%	0.11%
RAPIDES	1.35%	0.98%	0.98%	1.55%	1.14%
RED RIVER	0.06%	0.03%	0.04%	0.07%	0.08%
RICHLAND	0.18%	0.10%	0.11%	0.23%	0.15%
SABINE	0.19%	0.12%	0.11%	0.21%	0.85%
SAINT BERNARD	0.33%	0.21%	0.21%	0.40%	0.21%
SAINT CHARLES	0.37%	0.25%	0.26%	0.43%	0.23%
SAINT HELENA	0.02%	0.02%	0.03%	0.02%	0.07%
SAINT JAMES	0.11%	0.07%	0.08%	0.12%	0.08%
SAINT JOHN THE BAPTIST	0.37%	0.30%	0.33%	0.42%	0.34%
SAINT LANDRY	0.91%	0.51%	0.57%	1.20%	1.11%
SAINT MARTIN	0.29%	0.18%	0.17%	0.36%	0.72%
SAINT MARY	1.54%	1.65%	1.62%	1.11%	1.12%
SAINT TAMMANY	2.04%	1.42%	1.47%	2.54%	2.39%
TANGIPAHOA	1.40%	0.71%	0.72%	1.81%	1.01%
TENSAS	0.03%	0.03%	0.03%	0.03%	0.16%

Table C: Percent Distribution by Parish, 2014

Domestic Travel Impact on Louisiana Parishes - 2014					
Table C: Percent Distribution by Parish, 2014 (Continued)					
<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
TERREBONNE	1.11%	0.80%	0.85%	1.40%	0.84%
UNION	0.12%	0.06%	0.06%	0.14%	0.35%
VERMILION	0.40%	0.20%	0.20%	0.52%	0.44%
VERNON	0.22%	0.14%	0.15%	0.26%	0.41%
WASHINGTON	0.22%	0.12%	0.12%	0.27%	0.26%
WEBSTER	0.45%	0.26%	0.25%	0.59%	0.60%
WEST BATON ROUGE	0.47%	0.30%	0.34%	0.61%	0.37%
WEST CARROLL	0.04%	0.03%	0.04%	0.04%	0.06%
WEST FELICIANA	0.19%	0.15%	0.17%	0.23%	0.32%
<u>WINN</u>	<u>0.07%</u>	<u>0.07%</u>	<u>0.08%</u>	<u>0.07%</u>	<u>0.14%</u>
STATE TOTALS	100.00%	100.00%	100.00%	100.00%	100.00%

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Table D: Percent Change over 2013

Domestic Travel Impact on Louisiana Parishes – 2014**Table D: Percent Change over 2013**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
ACADIA	2.60%	1.78%	0.35%	3.56%	2.89%
ALLEN	5.39%	5.18%	3.81%	5.32%	5.15%
ASCENSION	6.97%	8.36%	5.55%	9.15%	6.54%
ASSUMPTION	4.92%	5.27%	4.33%	6.41%	4.21%
AVOYELLES	-0.98%	-0.31%	-0.26%	-0.37%	-1.22%
BEAUREGARD	3.70%	4.46%	2.79%	4.56%	3.39%
BIENVILLE	4.32%	4.24%	2.34%	5.37%	3.71%
BOSSIER	3.32%	3.21%	3.19%	5.17%	5.28%
CADDO	3.49%	3.61%	2.67%	4.74%	4.15%
CALCASIEU	5.09%	4.97%	4.21%	6.38%	5.61%
CALDWELL	4.59%	5.08%	2.67%	5.10%	4.71%
CAMERON	4.92%	4.77%	3.29%	5.42%	3.52%
CATAHOULA	4.64%	4.44%	1.64%	4.19%	5.39%
CLAIBORNE	2.07%	1.82%	-0.83%	1.97%	3.93%
CONCORDIA	2.42%	2.22%	-0.86%	2.99%	3.13%
DE SOTO	2.24%	2.04%	0.04%	3.26%	3.10%
EAST BATON ROUGE	3.97%	3.69%	2.87%	5.45%	4.70%
EAST CARROLL	3.60%	5.39%	3.34%	5.70%	4.93%
EAST FELICIANA	5.80%	5.88%	3.12%	5.37%	4.82%
EVANGELINE	2.61%	1.53%	-0.89%	2.87%	3.88%
FRANKLIN	3.68%	2.90%	0.72%	3.36%	4.27%
GRANT	6.27%	6.76%	3.92%	5.88%	5.00%
IBERIA	4.08%	3.55%	2.29%	5.11%	4.49%
IBERVILLE	4.13%	4.83%	3.11%	4.91%	3.68%
JACKSON	2.05%	0.97%	-0.23%	3.11%	3.30%
JEFFERSON	4.99%	4.96%	3.33%	5.08%	4.24%
JEFFERSON DAVIS	5.16%	6.47%	4.37%	6.79%	5.31%

Table D: Percent Change over 2013

Domestic Travel Impact on Louisiana Parishes - 2014**Table D: Percent Change over 2013 (Continued)**

<u>Parish</u>	<u>Expenditures (\$ Millions)</u>	<u>Payroll (\$ Millions)</u>	<u>Employment (Thousands)</u>	<u>State Tax Receipts (\$ Millions)</u>	<u>Local Tax Receipts (\$ Millions)</u>
LAFAYETTE	5.98%	5.86%	4.38%	7.25%	6.10%
LAFOURCHE	3.97%	4.29%	2.79%	5.49%	4.49%
LASALLE	3.95%	3.83%	0.94%	3.51%	4.12%
LINCOLN	7.56%	8.73%	6.28%	8.51%	7.03%
LIVINGSTON	7.51%	8.71%	6.08%	9.30%	7.09%
MADISON	2.80%	3.80%	1.91%	5.22%	4.66%
MOREHOUSE	4.57%	4.93%	3.57%	5.47%	4.28%
NATCHITOCHES	5.06%	5.87%	3.98%	5.92%	4.97%
ORLEANS	5.64%	5.38%	3.68%	5.29%	5.19%
OUACHITA	5.88%	5.85%	3.99%	6.93%	6.66%
PLAQUEMINES	7.76%	9.73%	6.29%	9.11%	5.74%
POINTE COUPEE	4.14%	4.03%	1.96%	4.62%	3.90%
RAPIDES	5.21%	5.54%	3.68%	6.97%	5.17%
RED RIVER	-0.72%	-2.48%	-4.11%	-1.19%	1.15%
RICHLAND	3.80%	3.82%	3.04%	5.47%	4.88%
SABINE	2.77%	2.45%	-0.09%	2.79%	3.91%
SAINT BERNARD	3.24%	2.72%	0.96%	3.96%	3.51%
SAINT CHARLES	5.71%	5.46%	3.60%	6.35%	4.75%
SAINT HELENA	6.66%	6.67%	4.07%	6.23%	5.05%
SAINT JAMES	4.31%	3.97%	2.51%	4.56%	3.55%
SAINT JOHN THE BAPTIST	1.73%	1.10%	0.30%	2.02%	1.25%
SAINT LANDRY	3.02%	3.23%	2.69%	4.32%	3.14%
SAINT MARTIN	4.47%	3.46%	2.69%	4.91%	4.49%
SAINT MARY	3.47%	3.82%	2.94%	3.78%	3.59%
SAINT TAMMANY	5.86%	6.09%	4.92%	7.30%	4.79%
TANGIPAHOA	4.82%	5.65%	4.19%	6.44%	5.42%
TENSAS	2.38%	2.90%	1.00%	3.17%	4.04%

Table D: Percent Change over 2013

Domestic Travel Impact on Louisiana Parishes - 2014**Table D: Percent Change over 2013 (Continued)**

TERREBONNE	5.65%	6.38%	4.58%	6.62%	5.42%
UNION	4.31%	4.79%	3.36%	5.57%	4.79%
VERMILION	3.15%	2.83%	0.97%	4.22%	4.22%
VERNON	1.03%	0.23%	-1.69%	0.94%	0.93%
WASHINGTON	5.27%	5.89%	4.29%	6.81%	5.23%
WEBSTER	3.89%	5.11%	2.83%	4.88%	4.57%
WEST BATON ROUGE	6.06%	8.61%	4.94%	8.32%	6.69%
WEST CARROLL	5.38%	5.37%	2.57%	4.94%	5.30%
WEST FELICIANA	4.67%	5.17%	3.39%	5.78%	4.85%
<u>WINN</u>	<u>5.80%</u>	<u>5.60%</u>	<u>3.39%</u>	<u>5.50%</u>	<u>5.00%</u>
STATE TOTALS	4.98%	4.91%	3.49%	5.53%	4.92%

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Table E: Alphabetical by Parish, 2013

Domestic Travel Impact on Louisiana Parishes – 2013**Table E: Alphabetical by Parish, 2013**

<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
ACADIA	\$35.60	\$3.31	0.17	\$1.82	\$0.65
ALLEN	172.98	47.42	2.13	4.97	3.56
ASCENSION	100.11	11.12	0.63	5.02	1.63
ASSUMPTION	11.11	1.13	0.06	0.54	0.26
AVOYELLES	99.37	23.19	1.10	2.36	1.59
BEAUREGARD	19.98	2.66	0.13	0.98	1.57
BIENVILLE	9.62	1.16	0.06	0.45	0.76
BOSSIER	333.46	97.29	4.77	14.48	9.81
CADDO	542.90	104.71	4.54	21.97	11.14
CALCASIEU	384.48	92.84	4.30	16.46	10.43
CALDWELL	7.55	0.99	0.05	0.33	0.49
CAMERON	4.25	0.57	0.04	0.18	0.28
CATAHOULA	5.33	0.90	0.06	0.22	0.36
CLAIBORNE	9.00	1.38	0.08	0.39	0.48
CONCORDIA	12.20	1.40	0.08	0.56	0.58
DE SOTO	16.13	1.74	0.09	0.80	0.58
EAST BATON ROUGE	843.97	146.16	6.77	33.96	14.77
EAST CARROLL	9.21	0.94	0.06	0.47	0.20
EAST FELICIANA	3.06	0.52	0.03	0.13	0.22
EVANGELINE	16.42	2.40	0.13	0.75	0.63
FRANKLIN	7.22	1.11	0.07	0.29	0.25
GRANT	3.66	0.62	0.04	0.15	0.34
IBERIA	44.30	6.65	0.36	2.03	0.80
IBERVILLE	21.44	3.09	0.15	1.03	0.97
JACKSON	9.63	1.27	0.08	0.34	0.26
JEFFERSON	1,082.34	195.05	9.37	39.65	21.01
JEFFERSON DAVIS	19.10	2.31	0.14	0.93	0.44

Table E: Alphabetical by Parish, 2013

Domestic Travel Impact on Louisiana Parishes – 2013					
Table E: Alphabetical by Parish, 2013 (Continued)					
<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
LAFAYETTE	461.05	72.86	3.54	20.30	8.42
LAFOURCHE	83.90	10.03	0.54	4.12	1.46
LASALLE	4.14	0.65	0.04	0.16	0.23
LINCOLN	27.47	4.44	0.27	1.26	0.71
LIVINGSTON	47.02	4.27	0.21	2.37	1.70
MADISON	43.17	3.17	0.15	2.42	0.64
MOREHOUSE	14.61	2.32	0.13	0.67	0.41
NATCHITOCHE	32.88	5.19	0.30	1.51	1.15
ORLEANS	4,102.80	953.72	51.67	148.12	100.71
OUACHITA	253.23	43.88	1.95	9.74	4.70
PLAQUEMINES	25.24	4.13	0.20	1.15	1.92
POINTE COUPEE	10.22	1.31	0.07	0.46	0.27
RAPIDES	137.97	19.91	1.02	6.14	2.72
RED RIVER	5.98	0.72	0.04	0.29	0.21
RICHLAND	19.04	2.03	0.11	0.94	0.36
SABINE	19.80	2.48	0.12	0.87	2.04
SAINT BERNARD	34.30	4.30	0.22	1.63	0.51
SAINT CHARLES	37.77	5.00	0.27	1.72	0.56
SAINT HELENA	2.44	0.47	0.03	0.09	0.17
SAINT JAMES	10.86	1.39	0.09	0.47	0.19
SAINT JOHN THE BAPTIST	38.80	6.25	0.36	1.74	0.85
SAINT LANDRY	94.33	10.57	0.60	4.90	2.69
SAINT MARTIN	30.14	3.76	0.17	1.44	1.74
SAINT MARY	159.54	33.83	1.69	4.54	2.71
SAINT TAMMANY	206.90	28.50	1.51	10.04	5.71
TANGIPAHOA	143.26	14.38	0.75	7.23	2.40
TENSAS	3.36	0.69	0.03	0.13	0.40

Table E: Alphabetical by Parish, 2013

Domestic Travel Impact on Louisiana Parishes – 2013**Table E: Alphabetical by Parish, 2013 (Continued)**

<u>Parish</u>	<u>Expenditures</u>	<u>Payroll</u>	<u>Employment</u>	<u>State Tax Receipts</u>	<u>Local Tax Receipts</u>
TERREBONNE	112.15	16.02	0.87	5.59	2.00
UNION	11.91	1.28	0.07	0.58	0.84
VERMILION	41.80	4.09	0.21	2.14	1.05
VERNON	22.97	2.90	0.16	1.09	1.01
WASHINGTON	21.97	2.41	0.13	1.09	0.62
WEBSTER	46.45	5.35	0.26	2.38	1.43
WEST BATON ROUGE	47.05	5.98	0.34	2.39	0.88
WEST CARROLL	3.78	0.59	0.04	0.15	0.15
WEST FELICIANA	19.02	2.99	0.18	0.91	0.77
<u>WINN</u>	<u>7.11</u>	<u>1.39</u>	<u>0.09</u>	<u>0.29</u>	<u>0.34</u>
STATE TOTALS	\$10,208.87	\$2,035.18	103.92	\$402.31	\$238.71

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APPENDICES

Appendix A: Travel Economic Impact Model

Introduction

The Travel Economic Impact Model (TEIM) was developed by the research department at U.S. Travel Association (formerly known as the U.S. Travel Data Center) to provide annual estimates of the impact of the travel activity of U.S. residents on national, state, and county economies in this country. It is a disaggregated model comprised of a variety of travel categories (described in Appendix B: Glossary of Terms). The TEIM estimates travel expenditures and the resulting business receipts, employment, personal income, and tax receipts generated by these expenditures.

The TEIM has the capability of estimating the economic impact of various types of travel, such as business and vacation, by transport mode and type of accommodations used, and other trip and traveler characteristics. The County Impact Component of the TEIM allows estimates of the economic impact of travel at the county and city level.

Definition of Terms

There is no commonly accepted definition of travel in use at this time. For the purposes of the estimates herein, *travel* is defined as activities associated with all overnight and day trips to places 50 miles away or more, one way, from the traveler's origin and any overnight trips away from home in paid accommodations.

The word *tourism* is avoided in this report because of its vague meaning. Some define tourism as all travel away from home while others use the dictionary definition that limits tourism to personal or pleasure travel.

The *travel industry*, as used herein, refers to the collection of 18 types of businesses that provide goods and services to the traveler or potential traveler at the retail level (see Glossary of Terms). With the exception of Amtrak and second home ownership and rental, these business types are defined by the Office of Management and Budget in the 1997 North American Industry Classification System (NAICS) and well as in its predecessor, the 1987 Standard Industrial Classification System (SIC). In each case, the relevant NAICS and SIC codes are included.

Travel *expenditure* is assumed to take place whenever traveler exchanges money for an activity considered part of his/her trip. Total travel expenditures are separated into related categories representing traveler purchases of goods and services at the retail level. One category, travel agents, receives no travel expenditures as these purchases are allocated to the category (i.e. air transportation) actually providing the final good or service to the traveler. Travel expenditures are allocated among states by simulating where the exchange of money for goods or service actually took place. By their nature, some travel expenditures are assumed to occur at the traveler's origin, some at his/her destination, and some enroute.

Economic impact is represented by measures of spending, employment, payroll, business receipts and tax revenues generated by traveler spending. *Payroll* includes all forms of compensation, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind paid during the year to all employees. Payroll is reported before deductions for social security, income tax insurance, union dues, etc. This definition follows that used by the U.S. Census Bureau in the quinquennial Census of Service Industries.

Employment represents the number of jobs generated by traveler spending, both full and part-time. As such, it is consistent with the U.S. Department of Labor series on nonagricultural payroll employment. *Tax*

revenues include corporate income, individual income, sales and gross receipts, and excise taxes by level of government. *Business receipts* reflect travel expenditures less the sales and excise taxes imposed on those expenditures.

Description of the Model

Estimates of Travel Expenditures

Total travel expenditures includes spending by travelers on goods and services during their trips, such as lodging, transportation, meals, entertainment, retail shopping. Eighteen (18) categories of activities are covered in the TEIM. Generally, the TEIM combines the activity levels for trips to places within the United States with the appropriate average costs of each unit of travel activity, (e.g., cost per mile by mode of transport, cost per night by type of accommodation), to produce estimates of the total amount spent on each of 18 categories of travel related goods and services by state. For example, the number of nights spent by travel parties in hotels in Vermont is multiplied by the average cost per night per travel party of staying in a hotel in the state to obtain the estimate of traveler expenditures for hotel accommodations. The estimates derived through the cost factor method are also validated through three additional methods: Household travel spending ratio method - the ratio of out of town spending to total household spending; Trip expenditure ratio method – the ratio of each travel spending category in a trip to that trip’s total expenditures; and economic and business statistics validations.

The data on domestic travel activity levels (e.g., number of miles traveled by mode of transportation, the number of nights spent away from home by type of accommodation) are based on national travel surveys conducted by U.S. Travel Association, The Bureau of Labor Statistics’ Survey of Consumer Expenditures, Smith Travel Research’s Hotel and Motel Survey, etc. Average cost data are purchased and collected from different organizations and government agencies. Total sales and revenue and other data collected from state, local and federal government and other organizations are employed to compare, adjust and update the spending database of TEIM, as well as linking spending to other impact components.

The international travel expenditure estimates are based on Tourism Industries’ (OTTI) Survey of International Air Travelers and data provided to OTTI from Canada and Mexico. Other estimates of the economic impact of international visitors to the U.S. are generated by TEIM by incorporating the estimated international traveler expenditures with the data series utilized to produce the domestic estimates.

Estimates of Business Receipts, Payroll and Employment

The Economic Impact Component of the TEIM estimates travel generated business receipts, employment, and payroll. Basically, the 18 travel categories are associated with a type of travel related business. For example, traveler spending on commercial lodging in a state is related to the business receipts, employment, and payroll of hotels, motels, and motor hotels (SIC 701; NAICS 7211) in the state. It is assumed that travel spending in each category, less sales and excise taxes, equals business receipts for the related business type as defined by the U.S. Census Bureau.

It is assumed that each job in a specific type of business in a state is supported by some amount of business receipts and that each dollar of wages and salaries is similarly supported by some dollar volume of business receipts. The ratios of employment to business receipts are computed for each industry in each state. These ratios are then multiplied by the total amount of business receipts generated by traveler spending in a particular type of business to obtain the measures of travel generated employment and payroll of each type of business in each state. For example, the ratio of employees to business receipts in the state commercial lodging establishments is multiplied by travel generated business receipts of these establishments to obtain traveler generated employment in commercial lodging. A similar process is used for the payroll estimates.

The total sales, payroll, and employment data of each travel related industry (by SIC and NAICS) are provided by and collected from state, local, and federal government, such as the Bureau of Labor Statistics, the Bureau of Economic Analysis, Census Bureau, and The Bureau of Transportation Statistics.

Estimates of Tax Revenues

The Fiscal Impact Component of the TEIM is used to estimate traveler generated tax revenues of federal, state and local governments. The yield of each type of tax is related to the best measure of the relevant tax base available for each state consistent with the output of the Economic Impact Component. The ratios of yield to base for each type of tax in each state are then applied to the appropriate primary level output to obtain estimates of tax receipts generated by travel. For example, the ratio of Massachusetts State personal income tax collections to payroll in the state is applied to total travel generated payroll to obtain the estimate of state personal income tax receipts attributable to traveler spending in Massachusetts.

Estimates for Counties and Local Areas

Local area travel impact estimates is derived by distributing the state estimates to the area using proper proportions of each related category in the area. The proportions of a local area are calculated based on a set of data collected from federal, state and local governments, and private organizations. The data can be gathered at the zip code level. Consumer survey data are not used in locality impact estimates due to small sample size issue.

The data used to estimate the local area shares includes sales, employment, payroll, and taxes for all travel-related industry categories. Local data provided by states such as sales/tax receipts, employment and wages, attraction attendances, etc. are critical inputs. County and local sales, establishments, employment and payroll data derived from Economic Census, County Business Patterns, and the Quarterly Census of Employment and Wages (QCEW) are also used in the model.

Limitations of the Study

This study is designed to indicate the impact of U.S. traveler expenditures on employment, payroll, business receipts and tax revenue in each of the states. These impact estimates reflect the limitations inherent in the definition of travel expenditures. Two important classes of travel-related expenses have not been estimated due to various reasons. Consumers purchase certain goods and services in anticipation of a trip away from home. These include sports equipment (tennis racquet, skis, scuba gear, etc.), travel books and guides, and services such as language lessons and lessons for participatory sports (tennis, skiing, underwater diving, etc.). The magnitude of these purchases in preparation for a trip cannot be quantified due to lack of sound, relevant data.

The second type of spending not covered due to lack of sufficient data is the purchase of major consumer durables generally related to outdoor recreation on trips. Further research is required in this area to determine to what extent pre-trip spending on consumer durable products can justifiably be included within a travel economic impact study.

Appendix B: Glossary of Terms – TEIM

Automobile Transportation Expenditure. This category includes a prorated share of the fixed costs of owning an automobile, truck, camper, or other recreational vehicle, such as insurance, license fees, tax, and depreciation costs. Also included are the variable costs of operating an automobile, truck, camper, or other recreational vehicle on a trip, such as gasoline, oil, tires, and repairs. The costs of renting an automobile or other motor vehicle are included in this category as well.

Entertainment/Recreation Expenditure. Traveler spending on recreation facility user fees, admissions at amusement parks and attractions, attendance at nightclubs, movies, legitimate shows, sports events, and other forms of entertainment and recreation while traveling.

Food Expenditure. Traveler spending in commercial eating facilities and grocery stores or carry-outs, as well as on food purchased for off-premise consumption.

Incidental Purchase Expenditure. Traveler spending on retail trade purchases including gifts for others, medicine, cosmetics, clothing, personal services, souvenirs, and other items of this nature.

Lodging Expenditure. Traveler spending on hotels and motels, B&Bs, campgrounds and trailer parks, rental of vacation homes, and other types of lodging.

Public Transportation Expenditures. This includes traveler spending on air, bus, rail and boat/ship transportation, and taxicab or limousine service between airports and central cities. Also included are expenditures on "other transportation" as indicated in the TravelScope.

Travel-generated Tax Receipts. Those federal, state, and local tax revenues attributable to travel in an area. For a given state locality, all or some of the taxes may apply. "Local" includes county, city or municipality, and township units of government actually collecting the receipts and not the level that may end up receiving it through intergovernmental transfers.

Federal. These receipts include corporate income taxes, individual income taxes, employment taxes, gasoline excise taxes, and airline ticket taxes.

State. These receipts include corporate income taxes, individual income taxes, sales and gross receipts taxes, and excise taxes.

Local. These include county and city receipts from individual and corporate income taxes, sales, excise and gross receipts taxes, and property taxes.

Appendix C: Travel Related Industry by NAICS

Travel industry categories: With the transition to NAICS, the U.S. Travel Association has adjusted its selection of the travel-related business types using the new NAICS codes and brought its travel economic research into conformity with NAICS. For measurement purposes, U.S. Travel Association's Travel Economic Impact Model tracks business activity in seven (7) major travel-related industry groups. The industry groups and subcategories used in the model are outlined below, followed by a detailed table of NAICS Codes. The share of travel in each of listed industries will depend on travel spending estimates for the related categories and are different from industries and areas.

Automobile Transportation: Gasoline service stations, passenger car rental, motor vehicle/parts dealers, automotive repairs, and maintenance.

Entertainment/Recreation industry: Entertainment, art, and recreation industry.

Foodservice industry: Eating & drinking places, and grocery stores.

Retail Trade industry: General merchandise group stores and miscellaneous retail stores, including gift and souvenir shops, and other retail stores.

Lodging industry: This industry includes hotels, motels, and motor hotels, camps, and trailer parks.

Public Transportation industry: Air transportation, taxicab companies, interurban & rural bus transportation, railroad passenger transportation (Amtrak), and water passenger transportation. Also is the "dummy" industry of "other transportation."

Travel Arrangement industry: This includes travel agencies, tour operators, and other travel arrangement & reservation services.

Accommodations

7211 Traveler Accommodations
7212 Recreational Vehicle Parks & Campgrounds

Auto Transportation

532111 Passenger Car Rental
447 Gasoline Stations
4411 Automobile Dealers
4412 Other Motor Vehicle Dealers
4413 Automotive Parts, Accessories, and Tire Stores
8111 Automotive Repair and Maintenance

Entertainment and Recreation

711 Performing Arts, Spectator Sports & Related Industries
712 Museums, Historical Sites & Similar Institutions
713 Amusement, Gambling & Recreation

Food

7221 Full service Restaurants
7222 Limited Service Eating Places
7224 Drinking Places
445 Food and Beverage stores

Public Transportation

481 Passenger Air Transportation
4881 Airport Support Activities
4821 Rail Transportation
4852 Interurban and Rural Bus Transportation
4853 Taxi & Limousine Services
485510 Charter Bus
483112 Deep Sea Passenger Transportation
483114 Coastal and Great Lakes Passenger Transportation
483212 Inland Water Passenger Transportation
487 Scenic & Sightseeing Transportation

Retail

451 Sporting Goods, Hobby, Book, and Music Stores
452 General Merchandise Stores
453 Miscellaneous Store Retailers
443 Electronics and Appliance Stores
444 Building Material and Garden Equipment, and Supplies Dealers
446 Health and Personal Care Stores
448 Clothing and Clothing Accessories Stores

Travel Arrangement

5615 Travel Arrangement & Reservation Services (includes travel agencies and tour operators)

Appendix D: Sources of Data

This appendix presents the sources of data used in this report.

Sources

Airlines for America (A4A), (formerly known as Air Transport Association of America - ATA)
American Automobile Association
Amtrak
American Society of Travel Agents
Bureau of the Census, U.S. Department of Commerce
Bureau of Economic Analysis, U.S. Department of Commerce
Bureau of Labor Statistics, U.S. Department of Labor
Bureau of Transportation Statistics, U.S. Department of Commerce
Federal Aviation Administration, U.S. Department of Transportation
Federal Highway Administration, U.S. Department of Transportation
National Park Service
Louisiana Office of Tourism
Louisiana Department of Labor, Research & Statistics Division
Smith Travel Research
The Office of Travel and Tourism Industries (OTTI)/ITA, U.S. Department of Commerce
U.S. Travel Association